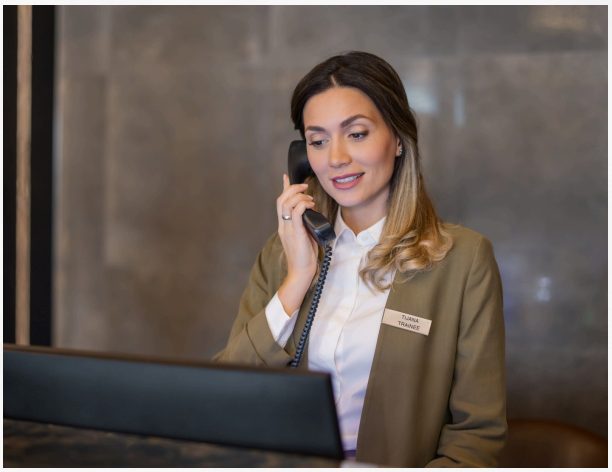
EcoSmart Concludes European Collaboration with Practical Resources for a Greener, More Digital Sector

October 2026

A European partnership involving six organisations from Ireland, Germany, Spain, Türkiye and Denmark has completed nearly two years of collaboration to help hospitality businesses and vocational educators respond to the green and digital transition.

Co-funded by the Erasmus+ programme of the European Union, EcoSmart Hospitality concludes with an open and interconnected collection of training resources developed specifically for a sector dominated by small and medium-sized enterprises.

The project's results include a Green and Digital Competence Framework and Curriculum, seven training modules, more than 21 European hospitality case studies, a Digital Toolbox containing more than 30 practical resources, a sustainability and digital readiness self-assessment, a Train the Trainer Methodology, a comprehensive Tutor Guide and a plain-language glossary. These resources are brought together through the multilingual EcoSmart Knowledge Hub.



Co-funded by the European Union

Behind these tangible results lies a collaborative process built around one central principle: the transition can only succeed if the people expected to deliver it have the knowledge, confidence and practical support to do so.

A European response to a shared challenge

Hospitality businesses across Europe are navigating rising costs, changing customer expectations, environmental pressures and rapid technological development. For smaller operators, finding the time, expertise and resources to respond can be particularly difficult.

EcoSmart Hospitality was created to make that process more manageable.

The partnership brought together expertise in hospitality, vocational education, sustainability, digital innovation, research and communication. Working across different countries and professional contexts, the consortium translated broad European priorities into practical learning resources grounded in the realities of hotels, restaurants, cafés and other hospitality SMEs.

The project treated the green and digital transitions as one connected process. Digital tools can help businesses measure energy consumption, understand customer behaviour, manage resources and improve decisions. Sustainability, in turn, gives technological adoption a clear purpose by connecting innovation with operational resilience, environmental responsibility and long-term value.

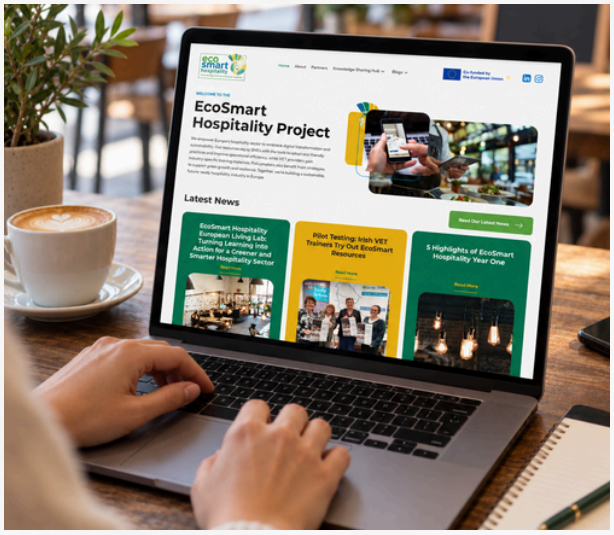


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Resources designed for real use

The EcoSmart materials have been developed to offer different entry points for different users.

A hospitality business can begin with the self-assessment, identify its priorities and move towards the most relevant module or practical tool. A VET educator can deliver a complete learning programme or select individual case studies, activities and transfer tasks. A business-support organisation can use the materials in workshops or SME development initiatives. An in-company trainer can adapt them to the needs of a particular team or workplace.



The seven modules address sustainability in daily hospitality operations, circular economy and resource efficiency, sustainable customer experience, artificial intelligence, data literacy, leading green and digital change, and responsible digital marketing.

Real-world cases demonstrate how hospitality organisations in different European contexts have approached these challenges. The Digital Toolbox helps users translate learning into immediate actions through audits, checklists, planners and decision-support resources.

The Knowledge Hub provides a common point of access, connecting the project's learning materials and helping users find a route through them according to their needs.

A collaboration centred on people

Although EcoSmart's work was organised through formal activities, deliverables and milestones, its progress depended on the relationships developed across the consortium.

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Partners brought different forms of expertise and different national perspectives. The value of the collaboration came from their willingness to share that knowledge, question their own assumptions and improve one another's contributions.

That human dimension also shaped the resources. EcoSmart does not present transformation as a purely technical exercise. Technology remains connected to human judgement. Sustainability is translated into daily routines. Organisational change is approached through leadership, confidence and team involvement. Learning is considered complete when it can be applied in a real workplace.

The result is a shared European body of knowledge designed around the people who will carry the transition forward: business owners, managers, employees, educators, trainers and learners.

Explore the EcoSmart resources

The EcoSmart Hospitality resources are available to hospitality businesses, educators, trainers, learners and sector organisations through the project website and Knowledge Hub.

🌐 **Website: www.ecosmartproject.eu**
📸 **Instagram: @EcoSmartHospitality**
💼 **LinkedIn: EcoSmart Hospitality Project**

The project supports the green and digital transition of the hospitality sector by strengthening the competences of SMEs, hospitality professionals and vocational education and training providers.



EcoSmart Hospitality is co-funded by the Erasmus+ Programme of the European Union.

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